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**Wilsonart Commercial Flooring Launches
Thirty New Designs at NeoCon 2007**

*Largest Single New Product Launch in Division History
Offers More Choices than Ever for Commercial Installation*

TEMPLE, Texas – Wilsonart Commercial Flooring announces the introduction of 30 new commercial grade laminate flooring designs. The introduction is the largest single new product launch since Wilsonart Commercial Flooring was founded. All products are designed for use in retail, education, healthcare, hospitality, corporate and multi-family housing environments. The 2007 new product launch includes 12 woodgrain designs including several exotic species, four rhythm and line designs, 7 brushed designs, six concrete tile designs, and one metalwork tile design.

“The floor is the fifth wall in any environment, and design professionals want options for this important area,” says Natalia Smith, Wilsonart Flooring’s Designer. “No flooring manufacturer offers more commercial grade laminate flooring designs, plank and tile formats, flooring surface textures and beveled edge options than Wilsonart. Our new 2007 collection doubles the number of options available to design professionals interested in using the floor to accent thematic elements of their interior designs.”

Woodgrain Designs

The 2007 collection features 12 new woodgrain designs. All designs reflect an increased interest for cost-effective and environmentally sustainable alternatives to native and exotic hardwoods. Key trends impacting the new woodgrain designs include: increased interest in

deeper tones and saturated hues such as chocolate, cocoa, cinnamon or paprika; increased interest in light to mid-toned woods such as maples, and unfinished cherries; and unexpected abstracts which create an atypical fusion of multi-color levels of bright, saturated and neutral shades.

Most of the woodgrain designs are available in a recently introduced 5" plank width format. Nine of the new designs are available in standard 7.7" width format. Movement and variation in grain structures, colors and contrast levels help draw your eye across the finished floor adding interest to the interior. Three of the new designs feature a recently introduced color matched micro-bevel edge for increased realism and visual interest.

The 2007 woodgrain deep tone and saturated hue designs include:

- ***Black Walnut*** -- This dark walnut contains color contrasts of dark chocolate and light latte hues. Available in 5" plank width and a color matched micro-bevel.
- ***Cherry Larue*** -- The deep rich coloration of Cherry Larue adds a tailored and upscale introduction for the rest of the interior. Available in 5" plank width and a color matched micro-bevel.
- ***Figured Peruvian Cherry*** -- This design offers a rich cherry tone infused with contrasting golden highlights. The subtle swirling in the cathedrals of the grain structure provides variation from other traditional cherries. Available in 5" plank width with a square edge.
- ***Australian Acacia*** -- This exotic wood from Australia boasts fantastic colors reminiscent of global browns and reds. The floor's character is emphasized by curling and movement in the grain structure. Available in 5" plank width with a square edge.
- ***Western Oak*** -- A traditional American species with a twist. Stained in a rich espresso and finished with an artisan Hand Scraped texture. Available in 7.70" plank width with a square edge.
- ***Latte Oak*** -- This great American oak complements brown tones with its warm latte hue. Available in 5" plank width with a square edge.

The 2007 Woodgrain light to mid-tone woodgrains include:

- ***Bamboo - Natural*** -- Horizontal bamboo in its natural coloration supports a neutral color palette as well as a wide variety of specialty interiors. From spas to retail facilities, natural bamboo is a seamless fit. Available in 5" plank width with a square edge.

- **Settler's Maple** -- Settler's Maple has a slightly rustic appearance enhanced by the hand scraped texture. Available in 5" plank width with a square edge.
- **American Black Cherry** -- American Black Cherry possesses classic cherry figuring while remaining in the light brown tones. Available in 5" plank width with a square edge.
- **Fiddleback Red Maple** -- Fiddleback Red Maple is a mid-toned design that ranges from light to medium browns with a warm red undertone. The curly figuring of the woodgrain along with the shifts of highlights and lowlights add interest to this finished floor. Available in 5" plank width with a square edge.
- **English Elm** -- English Elm features feather-like figuring mixed with calming straight grains to help with the spontaneity of this floor. Subtle hints of red and amber come through, drawing you into the warmth of this mid-toned design. Available in a 5" plank width with a square edge.
- **Nutmeg Hickory** -- Hickory has a comfortable and casual appearance when finished as a floor. The color range of Nutmeg Hickory starts with honey tones and moves to soft browns. There is a balance of straight graining and cathedral graining adding to the overall appearance. Available in a 5" plank width with a square edge.

Specialty Designs

The Wilsonart Commercial Flooring 2007 collection features 11 specialty designs divided into two separate series – a Brushed Series and a Rhythm and Lines Series.

The abstract designs of the brushed series bring color and energy to interiors. Three of the Brushed Series designs utilize metallic inks for an industrial look while the other four have a softer look resembling an artist's brush. New 2007 Brushed Series designs include:

- **Brushed Iron** -- Produced with metallic ink. Available in 7.70" plank width with a square edge.
- **Brushed Sage** -- Produced with metallic ink. Available in 7.70" plank width with a square edge.
- **Brushed Ochre** -- Produced with metallic ink. Available in 7.70" plank width with a square edge.
- **Brushed Violet** -- Available in 7.70" plank width with a square edge.
- **Brushed Red** -- Available in 7.70" plank width with a square edge.

- **Brushed Blue** -- Available in 7.70" plank width with a square edge.
- **Brushed Orange** -- Available in 7.70" plank width with a square edge.

All Rhythm and Lines Series designs include a common thread of visual rhythm. New 2007 Rhythm and Lines designs include:

- **Pinstripe** -- Pinstripe is an abstracted woodgrain boasting stripes of chocolate browns, spicy reds, and a touch of sparkle from metallic gold ink. Available in a Fine Grain finish, 5" plank width and a color matched micro-bevel.
- **Strata Wood** -- Strata Wood is a unique floor reminiscent of engineered straw board or a tatami mat. Strata Wood has a pronounced visual rhythm due to its stripes and a great visual texture supported by a tactile Distressed texture. Available in 7.70" plank width with a square edge.
- **Vertical Bamboo - Carbonized** -- Vertical cut bamboo with a tight and narrow profile from strand to strand making the joints of the bamboo less noticeable. The color variation from light to dark is subtle, adding to the streamlined appearance of this caramel hued floor. Available in a 5" plank width with a square edge.
- **Vertical Bamboo – Black** -- Black has a smoky appearance with accents of black graining. Available in 5" plank width with a square edge.

Tiles

The 2007 tile lineup includes six concrete designs and one metalwork design. The concrete series was designed as a calming, low-contrast version of a solid. It is a versatile design for any interior – sleek, industrial or casual. The metalwork tile is an abstract pattern that adds sparkle and pizzazz to an interior while creating an original focal point. New 2007 designs include:

- **Concrete – Cola** -- Reds, ambers and browns are the colors found in Concrete-Cola. Available in 15.5" tile width with a square edge.
- **Concrete – Lichen** -- A mixture of greens, soft and serene, can be found in Concrete-Lichen. Available in 15.5" tile width with a square edge.
- **Concrete – Sienna** -- Browns and sables describe the colors of Concrete-Sienna. Available in 15.5" tile width with a square edge.

- **Concrete – Charcoal** -- Charcoal and various shades of grey are mixed in Concrete-Charcoal. Available in 15.5” tile width with a square edge.
- **Concrete – Sealed** -- The cool grey of natural sealed concrete describes Concrete-Sealed. Available in 15.5” tile width with a square edge.
- **Concrete – Mocha Cream** -- Creamy and milky light browns and tans can be found in Concrete-Mocha Cream. Available in 15.5” tile width with a square edge.
- **Metalwork Bronze** -- The Metalwork Bronze tile is an abstracted pattern reminiscent of drops of liquid metal or mottled metallic stone. Metalwork is an artistic, high style metallic visual which is highly versatile. Available in 15.5” tile width with a Rusticated Stone texture and a square edge.

The commercial design line features Wilsonart’s proprietary Tap-N-Lock™ technology installation - which uses two tongue-and-groove joints for extra strength -- and BlueFusion® adhesive. Also included in the Wilsonart Commercial Flooring line is an exact match molding system, which includes four profiles in an Expansion, End Cap, Transition and Carpet Transition. The molding system is designed with a bronze aluminum body that can be bonded with any Wilsonart Commercial Flooring design for a uniform appearance.

Wilsonart Commercial Flooring meets and exceeds the North American Laminate Flooring Association’s (NALFA) LF-01-2003 3.1 through 3.9 reference standard which encompass static load limits, impact and wear resistance, caster chair resistance and more. In tests of hardwood, ceramic, vinyl and direct pressure laminate, Wilsonart Commercial Flooring was the only product to remain undamaged when a 14-ounce can was dropped vertically onto the various flooring surfaces. In static pressure tests, Wilsonart Commercial Flooring was able to withstand loads greater than 2,500 PSI. The other flooring surfaces sustained varying levels of damage.

Wilsonart Commercial Flooring has been awarded GREENGUARD Indoor Air Quality Certification by the GREENGUARD Environmental Institute of Atlanta.

Wilsonart is a leading manufacturer of laminate surfaces and the world’s largest manufacturer of high pressure laminate flooring. For more information on Wilsonart Commercial Flooring, visit www.wilsonartcommercialflooring.com. For samples or photography, please contact Mike Reiber at 952-224-2939 x11 or mreiber@axiomcom.com.

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